

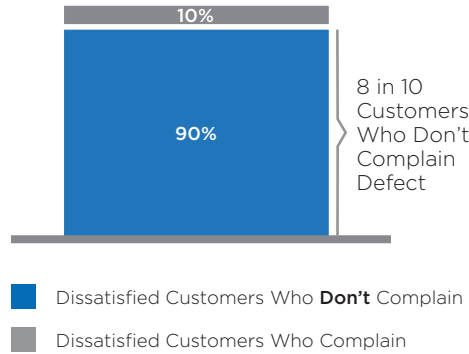


Operations executives have become excellent firefighters—and that’s a problem.

Operations executives spend most of their time addressing customer complaints and service problems. However, Council research shows a large percentage of dissatisfied customers don’t voice complaints—they just walk away. This means hidden problems could remain unaddressed.

No News Is Bad News

Retention Rates, Dissatisfied Customers
Who Do and Don’t Complain



- Council research shows up to 90% of customers don’t complain when they experience a dissatisfier.
- Addressing only the 10% of dissatisfied who complain—common practice in the industry—therefore exposes firms to significant attrition risk.
- That’s why progressive institutions recognize that “no news is bad news” and actively seek to increase complaint capture.

› Answers to Your Questions TODAY

“How do I address the root causes of service issues, not just the symptoms?”

Tiered Service Management System—Separate incident management from problem resolution to help pinpoint the root causes of problems.

“How do I identify hidden problems in absence of customer complaints?”

Dissatisfaction Identification Process—Monitor the right SLAs that can alert you to hidden customer dissatisfiers.

“What metrics and incentives should I use to eliminate firefighting?”

Innovative Metric Blueprint—Incorporate metrics that leading organizations are using to preempt service issues before they occur.

FUTURE Offerings

Quantitative Insights: Hidden Problem Heat Map

Pinpoint service and customer experience problems that significantly impact loyalty through the Council’s proprietary survey of customers.

Diagnostic and Workshop: Complaint Capture Tool

Assess and understand your organization’s strengths and weaknesses in capturing customer complaints.

Best Practice: Complaint Enablement

Make it easier for customers to voice concerns regarding their experience with your organization.

Contact the Member Support Center for Assistance

P: +1-866-913-6450 | E: EXBD_Support_FS@executiveboard.com

Not a member? E-mail EXBD_Support_FS@executiveboard.com to request information and contact a representative.